






“Visit new places, meet new cultures, and exchange life experiences are my favorite thing ever, also because I can express my thinking along the journey”

 Age **22**

 Occupation **Student**

 Status **Single**

 Location **Seattle, Washington**

PASSIONATE

HONEST

CURIOUS

ADVENTUROUS

PERSONA 1

Edward Lee

About

Edward is a college student at the University of Washington Student studying Biology. In his free time, he loves to work on his passion projects. One of his passion project is to use AI to predict customer churn rates. To get to school everyday he commutes from Tukwila, Washington.

Needs / Goals

- He wants to save gas money as he spends too much driving from Tukwila to Seattle.
- He wants to reduce parking cost.
- Edward wants to make new friends
- Wants to be able to use the carpool lane and potentially save time on commuting.

Pain points

- Suffers from expensive gas prices from driving to school daily.
- Feels frustrated from sitting in traffic, unable to use the carpool lane.
- Spends over seven dollars daily on
- UW parking lots.

Favourite apps



Personality

